



Press Release 2024

AW24 - Available July 24

The new Autumn / Winter range transports us to the farm and land of make-believe with exquisitely designed characters brought to life on the classic leggings and tops with the trademark vibrancy of all their collections.

This season sees the Honey Bee collection.



Bailey the cow, Arctic Friends & Tim the Pirate.



And our It's Just a Fairytale Collection which is designed to bring joy, wonder, and a sprinkle of magic to your everyday life. A range of clothing that brings fantasy to life with vibrant colors and magical designs. Each piece in this collection is crafted to add a touch of enchantment to your wardrobe.



As well as being super fun, the clothes are also super soft and designed to last. They will not fade or stretch and each one is made with passion for families and children, by embracing nature and fun, with real and magical characters and colours that little ones just love!

Sizes 0-6m, 6-12m, 1-2yrs, 2-3yrs, 3-4yrs the dress and hoodie is available up to 5-6 yrs.

Honey bee collection includes a matching zip romper, super soft and comes with a contrasting, vertical two way zip- designed to make dressing and nappy changing easier.

Made from the softest materials, little ones and parents alike will love the cool new designs and sunshine friendly colours, perfect for every mini-trendsetter.

All Blade & Rose products are made with sustainably sourced cotton and are Standard 100 by Oeko-Tex meaning that they're perfectly safe for babies and don't use any harmful chemicals.

Links to Images

[AW24](#)

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Notes to editors:

- <https://bladeandrose.co.uk/>
- Blade & Rose is Britain's leading children's clothing brand specialising in trendsetting leggings featuring stylish and quirky designs on the bottom and accessories. The company founded in

2010 by entrepreneurial mother of two Amanda Peffer during her maternity leave naming the company after each child's middle name 'Blade' and 'Rose'. Inspired by her then 3-month old daughter, who always had the bottom of her leggings on show, Amanda found herself constantly pulling down her daughter's dresses until she decided to embrace the beautiful bottom sticking out and design a fun range of leggings around this concept. A major component of the development was to ensure that the quality of the fabric was durable, functional, would wash well and most importantly, that was soft and kind to children's delicate skin.

- Blade & Rose licenced range is also growing from strength to strength, collaborating with WWF (of which 10% of sales go to the charity) Peter Rabbit, Paddington, and new exciting launches coming very soon.
- Blade & Rose continues to go from strength to strength with expanding product range including children's hats, tops, socks, bibs, rompers, bibs, booties, Eco Splashsuits, Eco ruck sacks & Eco Lunch boxes
- Blade & Rose are winners of the following Awards : -* Gift of the Year, best licensed product *, Best Preschool Apparel and Accessories Range in the Progressive Preschool Awards, Best Fashion Brand in the Baby Awards, Loved By Parents Best baby Fashion Brand and Best Toddler Brand, Best Children's Fashion Brand in the Absolutely Mama Awards, Awards for Best Baby Fashion Brand and Best Heritage Children's Fashion Brand in the Junior Design Awards
- For details, hi-res imagery and feature opportunities, please contact Amanda amanda@bladeandrose.co.uk